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OMB control number**PROVISIONAL APPLICATION FOR PATENT COVER SHEET**

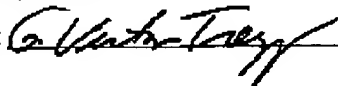
This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53 (c).

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Additional inventors are being named on the _____ separately numbered sheets attached hereto					
TITLE OF THE INVENTION (250 characters max)					
SYSTEM AND METHOD FOR METADATA-LINKED ADVERTISEMENTS					
CORRESPONDENCE ADDRESS					
Direct all correspondence to: <input type="checkbox"/> Customer Number <input type="text"/> OR Type Customer Number here					
Place Customer Number Bar Code Label here					
<input checked="" type="checkbox"/> Firm or Individual Name	G. Victor Treyz FISH & NEAVE				
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Country	U.S.A.	Telephone	212-596-9000	Fax	212-596-9090
ENCLOSED APPLICATION PARTS (check all that apply)					
<input checked="" type="checkbox"/> Specification Number of Pages	5	<input type="checkbox"/> Small Entity Statement			
<input type="checkbox"/> Drawings Number of Pages		<input type="checkbox"/> Other (specify)			
METHOD OF PAYMENT OF FILING FEES FOR THIS PROVISIONAL APPLICATION FOR PATENT (check one)					
<input checked="" type="checkbox"/> A check or money order is enclosed to cover the filing fees		<input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge filing fees or credit any overpayment to Deposit Account Number:		FILING FEE AMOUNT (\$)	
		06-1075		150.00	
The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government					
<input checked="" type="checkbox"/> No. <input type="checkbox"/> Yes, the name of the U.S. Government agency and the Government contract number are: _____					

Respectfully submitted,

Date 3/31/00

SIGNATURE



REGISTRATION NO.

36,294

TYPED or PRINTED NAME G. Victor Treyz

(if appropriate)

TELEPHONE 212-596-9011

Docket Number: UV-192 Prov.

This collection of information is required by 37 CFR 1.51. The information is used by the public to file (and by the PTO to process) a provisional application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 8 hours to complete, including gathering, preparing, and submitting the complete provisional application to the PTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, D.C., 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Box Provisional Application, Assistant Commissioner for Patents, Washington, D.C., 20231.

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## APPLICATION INFORMATION

Title Line One:: SYSTEM AND METHOD FOR METADATA-LINKED AD  
Title Line Two:: VERTISEMENTS  
Total Drawing Sheets:: 0  
Formal Drawings?:: No  
Application Type:: Provisional  
Docket Number:: UV-192 Prov.  
Secrecy Order in Parent Appl.?:: No

## REPRESENTATIVE INFORMATION

Representative Customer Number:: 1473  
Registration Number One:: 36294  
Source:: PrintEFS Version 1.0.1

NOTED - SHEETS FOR

EXPRESS MAIL LABEL EK170574162US

UV-192 Prov.

## SYSTEM AND METHOD FOR METADATA-LINKED ADVERTISEMENTS

This invention relates to advertisement delivery systems and, more particularly, to systems that associate advertisements with other media using metadata links.

With modern television receivers and set-top boxes, graphical advertisements may be overlaid onto television programming or are presented within the display screens of guidance applications, such as interactive television program guides or guidance applications for personal video recording (PVR) and other recording devices. To increase the effectiveness of advertisements, it may be desirable to associate what is being advertised with the media or the content of an application display screen that is currently provided to the user. Vogh et al. U.S. provisional patent application Serial No. 60/156,111, filed September 24, 1999, Vogh et al. U.S. provisional patent application Serial No. 60/161,896, filed October 27, 1999, and Moore et al. U.S. provisional patent application Serial No. 60/170,386, filed December 13, 1999, for example, all of which are hereby incorporated by reference herein in their entireties, describe associating graphical advertisements with the subject matter of a given feature, option, or function of a program guide. Associating advertisements with content may tend to increase the effectiveness of the graphical advertisements. It may also provide users with an increased awareness of application content, as opposed to simply being subject to an advertisement for a product or service without being provided without additional information related to an application.

Guidance applications, such as interactive television program guides, are well known. Illustrative interactive television program guides are described, for example, in Knee et al. U.S. patent 5,589,392 and Knudson et al. U.S. patent application Serial No. 09/357,941, filed July 16, 1999, which are hereby incorporated by reference herein in their entireties. Interactive television program guides may be based on a number of different hardware platforms. Suitable hardware that may be used in implementing a program guide includes hardware such as satellite receivers, personal computer televisions (PC/TVS), personal computers (e.g., with television tuner cards), cable set-top boxes, televisions, videocassette recorders (VCRs) etc.

Program guide data for the program guide may be provided to the program guide in various ways. For example, program guide data may be distributed from a program guide database to the set-top boxes of multiple users via a communications network such as the Internet or via modem. In systems that use set-top boxes, program guide data is typically distributed by transmitting the program guide data to a number of cable system headends that distribute the program guide data to the set-top boxes. The program guide displays program listings, interactive advertisements, detailed information on television programs, and information on pay-per-view programs and various services using the program guide data.

Program guide data may be stored in the set-top box for use by the program guide. For example, two weeks of television program listings data may be stored by the guide. All or part of the program guide data may be provided on-demand or in a continuous or periodic data stream using, for example, the vertical blanking interval (VBI) or wireless paging frequencies. Program guides may use client-server architectures in which a set-top box or other hardware in users' homes is connected to a program guide server. Client-server program guide systems are

described, for example, in Ellis et al. U.S. patent application  
Serial No. 09/374,043, filed August 13, 1999, which is hereby  
incorporated by reference herein in its entirety. The program  
guide server may be located at the cable system headend or other  
3 suitable location. The program guide may be an on-line program  
guide, which may be implemented using a web server on the  
Internet. On-line program guide systems are described, for  
example, in Boyer et al. U.S. patent application Serial No.  
08/938,028, filed September 18, 1997, which is hereby  
10 incorporated by reference herein in its entirety.

In the promotional material distribution system of the  
present invention, an enhanced data set herein referred to as  
"metadata" may be used to describe programming. Metadata may  
include any information that may be associated with a program  
15 that describes the program, its content, or services related to  
the program. Metadata may describe, for example, the content of  
a program, whether commercials may be skipped on playback, or the  
clothes that an actor is wearing. Metadata may be provided along  
with a program (e.g., in the VBI or in a digital feed for use by  
20 a guidance application software), or separate from a program as  
data that is downloaded by a guidance application such as program  
guide. Metadata may also be delivered with Internet media as,  
for example, web page content.

In one aspect of the present invention, advertisements  
25 may be targeted based on metadata. For example, each scene of a  
program may show a different product. In one scene, an actor may  
be driving a certain car or wearing particular clothes. In  
another scene, the actor may be wearing different clothes, or  
another actor may be in the shot with other items that may be  
30 promoted (e.g., a cell phone, sun glasses, etc.). In one  
approach, the provider of the programming may sell each scene, or  
fixed portions within each scene, to companies whose products or  
services are within the scene. In this approach, indicators of

the advertisements may be included in the metadata. In another approach, guidance or other software may select an advertisement from advertisements available on the system based on, for example, the description of the scenes in the metadata. In this way, the advertising of a product is enhanced because the viewer can watch the product or service as it is worn, used, or provided.

The previous example shows an additional aspect of the invention. Metadata may be provided at the scene level of programs or other media. By providing metadata at the scene level, more descriptive information about a program or other media can be provided in a more temporally accurate way. In this way, advertisements or other features may be provided more closely to an appropriate point in a television program or other media.

In a further aspect of the invention, advertisements may be provided within the display screens of guidance applications based on the metadata. In an interactive program guide, for example, advertisements may be presented based on other metadata associated with a currently selected program listing (which may also be part of the metadata for a program). In a browse overlay, for example, advertisements may be based on metadata for the program that is viewed or the program associated with the listing that is browsed. The metadata for a program may include descriptive information about the program from which a guidance application such as a program guide may target advertisements, or may include references to the actual advertisements.

In a further aspect of the invention, metadata may include a source reference for an advertisement. The source reference may be, for example, a universal resource locator (URL). When a program is recorded, the metadata along with the source reference may be recorded or otherwise stored by the

guidance application. On playback, the guidance application may play back advertisements from the source based on the metadata. In one approach, for example, the application may use suitable Internet technologies (e.g., the HyperText Transfer Protocol) to obtain an advertisement from the source web page. The advertisement that is presented will be the advertisement currently available with the URL. As time passes, the provider of the advertisement may change the contents of the page with the URL to, for example, make the advertisement more appropriate for the current time. In this way, "fresh" advertisements may be presented each time a user plays back a recorded program.

In an alternative approach, "fresh" advertisements may be provided by, for example, assigning identifiers to advertisements. The advertisements may be stored by a guidance application. At some suitable frequency (e.g., periodically, on-demand, via polling, etc.), the system provider may replace the stored advertisements with new ones having the same identifier. When recorded programs are played back, the new advertisement is retrieved and presented.

If desired, the system provider may manage advertisement inventories. Through polling, monitoring client requests, or using any other scheme suitable to the chosen implementation of the system, the system provider may track what is recorded based on advertisements that are accessed based on the metadata links. In addition, by providing for fresh advertisements, the system provider controls what advertisements the viewer sees when playing back a program. The system provider can sell playback advertising space as new advertisement space. The system provider may also sell to companies who advertised when a program was originally aired the right not to have their advertisements replaced or the right to have their advertisements freshened.